



Managing the Digital Media Monster: The Benefits and Challenges of New Technology

Office of Adolescent Health
Regional Training

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Objectives

By the end of this session, you will be able to:

- Define the term digital media and terms that are often associated with digital media.
- Describe how teens use digital media to communicate.
- Identify at least three examples of how digital media and mobile media can be used to promote positive behavior.
- Identify and locate at least three web-based resources that provide helpful information on teen sexual and reproductive health.
- Navigate social media websites/networks with greater ease and familiarity.

Agenda for Today

1. Definitions, descriptions, and use
 - a) Focus on digital media
2. Hands-on Practice
3. Definitions, descriptions, and use
 - a) Focus on mobile media
4. Hands-on Practice
5. Reflection and Resources

*note that the break will be at a slightly different time than stated in the agenda

Afternoon: 3:00-3:15 PM

Morning: 10:15-10:30 AM

Warm Up Activity



- Fill out the handout at your table
- Share with your table
- Share 2-3 with the group

Old Media



Digital Media



New Media Terms

The screenshot shows a website interface with a navigation bar at the top containing links: HOME, FEDERAL RESOURCES, HIV/AIDS BASICS, and USING NEW MEDIA. A search bar on the right prompts for 'City, ST / ZIP'. Below the navigation bar are three tabs: 'New Media Basics', 'Getting Started With New Media', and 'New Media Tools' (which is selected). The main content area features a breadcrumb trail: 'Home > New Media > New Media Tools'. On the left, a vertical sidebar lists media types: Podcasts, Wiki, Blog, and RSS Feeds, with a 'Select a Tool' button below. The central focus is a large whiteboard titled 'New Media Tools' with a list of terms and their corresponding icons:

- Speech bubble icon: Blogs
- Shopping cart icon: eCards
- Interlocking cubes icon: Mashups
- Mobile phone icon: Mobile
- Camera icon: Photo Sharing Sites
- Headphones icon: Podcasts
- Signal waves icon: RSS Feeds
- Heart with plus icon: Social Bookmarking
- Two people icon: Social Network Sites
- Envelope icon: Texting
- Twitter bird icon: Twitter
- Video game controller icon: Video Games
- Video camera icon: Video Sharing Sites
- Globe icon: Virtual Worlds
- Webcam icon: Webcasts & Webinars
- Information icon: Wikis
- Gear icon: Widgets

In the bottom right corner of the whiteboard, there is an image of a man in a red shirt looking at a smartphone, with a blue marker lying on the whiteboard surface next to him.

Daily Media Use by Teens



Daily Media Use By Teens

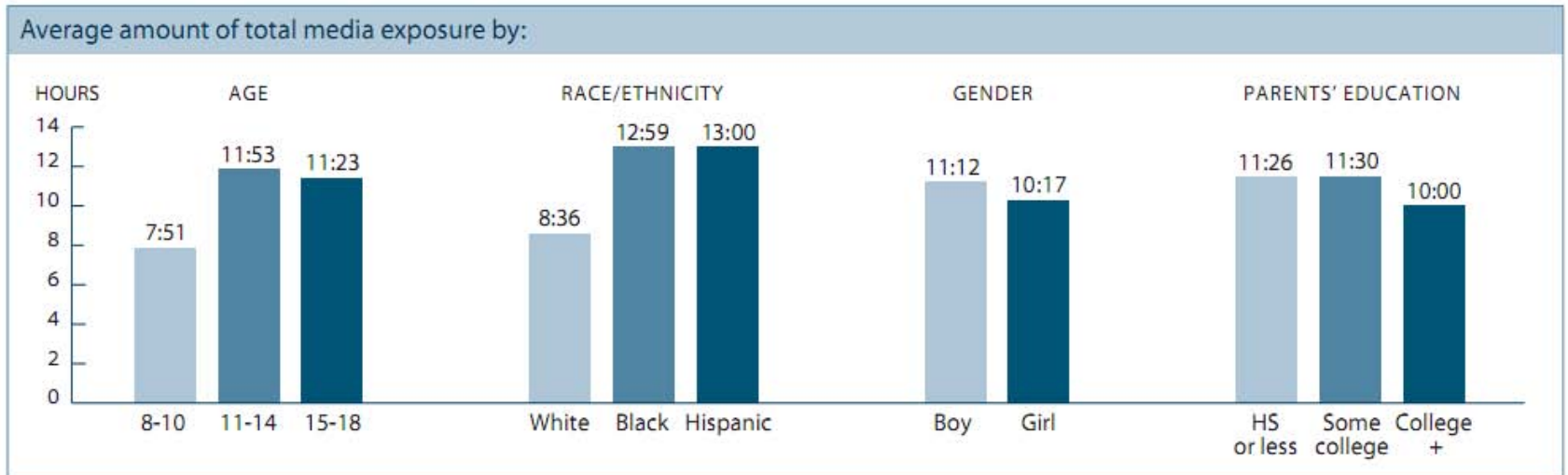
Between 2004 and 2009, 8- to 18-year-olds increased their **media use** from 6.5 hours a day to 7.5 hours a day.

During the same time, 8- to 18-year-olds increased their total **media exposure** from 7.5 hours a day to ____ hours a day.

- ☐ 8.0 hours/day
- ☐ 9.25 hours/day
- ☐ 10.75 hours/day

Daily Media Use By Teens

Total Media Exposure, by Demographics



Daily Media Use By Teens

What percentage of 12- to 17-year-olds use social networking sites, such as Facebook?

☐ 59%

☐ 73%

☐ 91%

Daily Media Use By Teens

What percentage of 12- to 17-year-olds are using Twitter?

- ☐ 8%
- ☐ 27%
- ☐ 42%

Daily Media Use By Teens

What percentage of 12- to 17-year-olds play video games?

☐ 73%

☐ 85%

☐ 97%

Daily Media Use By Teens

What percentage of teens has ever looked up health information online?

☐ 32%

☐ 47%

☐ 55%

Daily Media Use By Teens

What percentage of teens (13-19) say they have electronically sent or posted online nude or seminude pictures or video of themselves?

- ☐ 9%
- ☐ 20%
- ☐ 42%

Assessing Website Quality

- How do you know that a website is trustworthy?
- What qualities do you look for in a website when you're looking for health information?
- What qualities are teens looking for when seeking health information online?

Consider the Following Principles

- Authoritative
- Complementary
- Privacy
- Attribution
- Justifiability
- Transparency
- Financial Disclosures
- Advertising Policy

Potential Resources for Teens

STAYteen.org

Search StayTeen.org


f t youtuve

STAY INFORMED FEATURES STAY TUNED VIDEOS FUN AND GAMES

WE'RE RECRUITING!

↑
●
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↓

We're looking for bright, committed, and enthusiastic teens from across the nation to join our Youth Leadership Team (YLT). Are you in?!



READ MORE

FEATURED VIDEO

sharethis

Stay silly. Stay random. Life is full of positives. Don't let a pregnancy test be one of them.

latest **POLL**

Resources for Teens

The image is a screenshot of the Planned Parenthood website, specifically the 'INFO FOR TEENS' section. The top navigation bar includes 'HOME', 'EN ESPAÑOL', 'TAKE ACTION', and 'DONATE'. Below this is a secondary bar with 'HEALTH INFO & SERVICES', 'GET INVOLVED', and 'ABOUT US'. The main content area features a purple sidebar with links to 'Our Bodies', 'Sex and Masturbation', 'Relationships', 'Pregnancy', 'LGBTQ', and 'Ask the Experts'. The central banner shows a group of diverse teenagers smiling. Below the banner is the 'Ask the Experts' section with the text 'You've got questions. We've got answers.' and a 'LEARN MORE' link. To the right, there's a 'SEXUALLY TRANSMITTED DISEASES (STDs)' section with a list of conditions: Chlamydia, Gonorrhea, Human Papillomavirus (HPV), Syphilis, and Trichomonas. A 'chat' button is prominently displayed with the text 'Worked? Have questions about STD testing, pregnancy tests, the morning-after pill, or abortion?'. Below the chat button is a 'STD Testing at a Glance' section with bullet points: 'You must ask for an STD test if you want to be tested', 'STD tests are easy to get', 'Consider testing if you have had unprotected sex, even if you don't have symptoms', and 'There are different tests for different STDs'. A 'Want to get tested for STDs? FIND A HEALTH CENTER' link is provided. On the far right, there's a 'FIND A HEALTH CENTER' section with a zip code input field and a 'GO' button, and a 'SEARCH' section with a search bar and a 'GO' button. At the bottom right, there's a 'the check' logo with the text 'Wondering if you should get tested for STDs? CHECK IT OUT'.

PLANNED PARENTHOOD

HOME EN ESPAÑOL

TAKE ACTION »

DONATE »

HEALTH INFO & SERVICES GET INVOLVED ABOUT US

FIND A

INFO FOR TEENS

Our Bodies

Sex and Masturbation

Relationships

Pregnancy

LGBTQ

Ask the Experts

Ask the Experts

You've got questions. We've got answers.

LEARN MORE »

SEXUALLY TRANSMITTED DISEASES (STDs)

The Check

Safe Sex

STD Testing

Chlamydia

Gonorrhea

Human Papillomavirus (HPV)

Syphilis

Trichomonas

chat Worked? Have questions about STD testing, pregnancy tests, the morning-after pill, or abortion? **CHAT NOW**

STD Testing at a Glance

- You must ask for an STD test if you want to be tested
- STD tests are easy to get
- Consider testing if you have had unprotected sex, even if you don't have symptoms
- There are different tests for different STDs

Want to get tested for STDs? **FIND A HEALTH CENTER »**

You might be wondering if you need a test for sexually transmitted diseases (STDs). You might be wondering if your partner needs one. Or you may simply be interested in learning more about STD testing. Whatever the reason, the more information you have, the better you can protect your sexual health.

If you think you may have been exposed to an infection, getting tested for STDs is a great way to protect your sexual health. It's also a great way to protect the health of your sex partners.

FIND A HEALTH CENTER

Zip Code City State **GO**

SEARCH

Site Search **GO**

the check

Wondering if you should get tested for STDs? **CHECK IT OUT »**

Planned Parenthood on

MYSPACE


FACEBOOK

TWITTER

Get Yourself Tested

Resources for Teens


Why Wonder? **SEARCH** **SEX EDUCATION BY TEENS, FOR TEENS!**


sex, etc. **Your voice can make a difference.** 


1,194 current visitors


LOGIN
JOIN SEX, ETC.
FORGOT YOUR PASSWORD?


TAKE ACTION
GET TESTED
FAQs
VIDEOS
COMIX & QUIZZES
SEX TERMS
FORUMS
SEX IN THE STATES
JOIN OUR STAFF
BLOG
IN A CRISIS?




SEX IN THE


It Won't Fall Off
By Cynthia Lam, 15, Staff Writer
CLICK TO READ STORY







The Latest on Guys and Gardasil
True or false? Gardasil, the vaccine that protects people from certain strains of human papillomavirus (HPV), is only for females and is ineffective in males.
READ MORE


HIV
The human immunodeficiency virus causes AIDS (acquired immunodeficiency syndrome). The virus weakens a person's immune system so that a person can't fight off everyday infections.



Q: Is there a safe time of the month to have sex and not get pregnant?
A: Any time a girl and a guy have vaginal intercourse, there's a risk of pregnancy. No time of the month is completely safe.
LEARN MORE



Texting, chatting and social networking

TOPICS
GIRLS' HEALTH
GUYS' HEALTH
SEX
LOVE & RELATIONSHIPS
LGBTQ
DECIDING ABOUT SEX
BIRTH CONTROL & CONDOMS
SEXUALLY TRANSMITTED DISEASES
PREGNANCY...AM I/IS SHE?
TEEN PREGNANCY AND PARENTING
ABORTION
ADOPTION
EMOTIONAL HEALTH
ABUSE & VIOLENCE
BULLYING & HARASSMENT
BODY IMAGE
ALCOHOL & DRUGS

JOIN OUR NETWORK
  
 Like 847
 Tweet 24

Resources for Teens



www.goaskalice.columbia.edu

health services
at columbia

Columbia University's
Health Q&A Internet Service

browse our archive

search go ask alice!

alcohol & other drugs

fitness & nutrition

emotional health

general health

sexuality

sexual health

relationships

new to Go Ask Alice!?

about Go Ask Alice!

content use and links

press

ask Alice!

get Alice! in your box

updated 03/04/11

new Q&As

- Relationship, not just sex at CU?
- Delayed grief after dad's death?
- Fixed number of male orgasms: Fact or fiction?
- Health insurance options after college
- Nail health

Recently posted Q&As Recently updated Q&As

theme of the week

Zzz-licious

- Short sleep + long naps = healthy?
- Sleepy from oversleeping
- Can't wake up in the winter
- Sleep talking
- Insomnia – a disturbing sleep disturbance!
- Decreasing amount of sleep needed

Recently posted themes Readers Rave

go ask alice! on facebook

Go Ask Alice! on Facebook

Like 2,467

Go Ask Alice! [Go Ask Alice!] Fixed number of orgasms, delayed grief, and more this week!

[Go Ask Alice!] Fixed number of orgasms, delayed grief, and more this week!

Relationship, not just sex at CU? Delayed grief after dad's death?

Fixed number of male orgasms: Fact or fiction? Health insurance options after college Nail health

16 minutes ago · via MailChimp

this week's poll

How do you remember to brush and floss your teeth every day?

- ☐ Ask my partner/roommate to remind me.
- ☐ Leave my toothbrush/floss somewhere I will see it.
- ☐ Make it a habit to do first thing in the morning/last thing before bed.
- ☐ Make it enjoyable by using a fun toothbrush or tasty toothpaste/floss.
- ☐ Post reminder notes (i.e., on the bathroom mirror).
- ☐ Set an alarm on my phone/computer.

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Social Media

Participation

Connectedness

Openness

Conversation

Community

Social Networking

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®), all set against a solid blue rectangular background.The Myspace logo, featuring a white icon of three stylized human figures of varying heights on the left, and the text "myspace.com" in a white, lowercase, sans-serif font to its right, all on a solid black rectangular background.

Social Media

- Goal is to exchange information and engage friends and followers
- Can go to specific websites, can use various tools within other website

Social Networking Websites

facebook

147

Search

Home Profile Account

STAY teen .org

Wall

Info

Photos (4)

Discussions

Video

Notes

1,509 people like this

Likes

90210

Candie's Foundation

Tr3s

Bedsider

STAY teen .org

STAY teen .org

STAY teen .org

STAY teen .org

Wall

STAY teen · Top Posts

Share: Post Photo Link Video

Write something...

STAY teen .org

Stay Teen

Ever wonder what it's like to be a member of the YLT? Check out a first hand perspective from one of our favorite YLT alums, Jared:
<http://www.stayteen.org/artide/issue-matters%E2%80%94even-guy>

This Issue Matters—Even to a Guy | Stay Teen
www.stayteen.org
StayTeen.org is your destination for information about teen pregnancy, sex, love, and relationships. We want you to have fun, get good info, and make great choices. So tell us – how do you Stay Teen?

Yesterday at 4:05pm · Like · Comment · Share

STAY teen .org

Stay Teen

You know you're awesome...so why not share that awesome with us? We're looking for bright, committed, and enthusiastic teens from across the nation to join our Youth Leadership Team (YLT). From March 1 through June 1, we are accepting applications for the 2011-2012 YLT. Wanna know more?
<http://www.stayteen.org/artide/were-recruiting>

We're Recruiting! | Stay Teen
www.stayteen.org
StayTeen.org is your destination for information about teen

You and Stay Teen

10 friends like this.

Birthdays

See All

Birthdays:
Matt Suellentrop, Lisa Moorhouse

Friends' Photo Albums

Sex::Tech - Feb 2010
by Laura V. Lloyd

Sponsored

Create an Ad

Today: 2 movie tickets \$9


livingsocial.com

Special one-day offer for Fandango. 2 movie tickets for just \$9.

50% off Boutique

trubates.com

Look dassy this season. Dresses, boots, jackets & more. \$25, only on trubates.

 **The National Campaign**
to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexReally.com • StayTeen.org

Try a Twitter Search


Welcome to #NewTwitter! Read up on what's new. You can still access [old Twitter](#) for a limited time. [Close](#)

twitter [teen pregnancy](#) Home Profile Messages Who To Follow [ksuelle](#)


[← Back to Home](#) [Save this search](#)


Results for teen pregnancy

[Tweets](#) [Tweets with links](#) [Tweets near you](#) [People](#)

 **phaedrus776** Michelle
#coleg #sb177 hilltop get real program participants have much lower **teen pregnancy** rates than their peers, incl 3 yrs after ending program
54 seconds ago

 **AdoreMorgan** Morgan G
The good thing about black ops is **teen pregnancy** went down 50%
16 hours ago
[Top Tweet](#)

 **fumionlinecom** fumionline[dot]com
Kim Kardashian Spoke About **Teen Pregnancy** <http://bit.ly/fHAOXs>
1 minute ago

 **phaedrus776** Michelle
#coleg #sb177 hcptf replies no funding for **teen pregnancy** prevention program is used for abortion or abortion services
3 minutes ago

 **apschneider84** Adam P. Schneider
I'm so sick of the **Teen** Mom covers of US WEEKLY. Can the glory days of teenage **pregnancy** be over yet?!?!
5 minutes ago

Trends

Worldwide [change](#)
Google Hotpot [Promoted](#)
#tigerblood
McLobster
Reggie Yates
EXPERIMENTE941B
#tilltheworldends
#breakuptexts
Call PETA
Rodney King
Kolo Toure

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[Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#) [© 2011 Twitter](#)

Video Sharing Websites: YouTube

Oct 06 2009



With Billy Mays (R.I.P.) gone and that Shamwow creep lying low after felony battery charges, the path is clear for a new kind of pitchman - one that has no discernible talents and the screen presence of rock. That's right, folks - Levi Johnston is on the scene and he's using the last two seconds of his 15 minutes of fame to sell... nuts?


In a new spot for Wonderful Pistachios' "Get Cracker" campaign, Johnston - the Alaska teen who fathered a son with Sarah Palin's daughter Bristol - approaches the camera as his ever-present bodyguard, Tank Jones, surveys the scene. Once Tank gives the "all clear" sign, Johnston cracks open and eats a pistachio as the voiceover, nodding to the only reason anybody knows Johnston's name, says, "New Levi Johnston does it with protection."

What do you think? Is the ad funny or is it making a joke out of a very serious situation? Can sexual innuendo about teenagers help you forget about last April's pistachio salmonella contamination recall or does it just make you feel even more sick to your stomach? Is there anything you would buy based on an endorsement from Levi Johnston? Post your comments below.


UPDATE: I think I just threw up in my mouth a little bit.




Social Media Tools: Videos




Stay Teen PSA with Degrassi's Jessica Tyler
Mon, 09 Aug 2010 | Views: 4109





Stay Teen PSA with The Secret Life of the American Teenager's Shailene Woodley
Mon, 09 Aug 2010 | Views: 2456



Stay Teen PSA with The Secret Life of the American Teenager's Francia Raisa
Mon, 09 Aug 2010 | Views: 2002



Stay Teen PSA with The Secret Life of the American Teenager's Megan Park
Mon, 09 Aug 2010 | Views: 930




Stay Teen a little closer to our goal!
on.fb.me/efgGQl
2 hours 34 min ago

StayTeen Wonder what it's like to be on the Youth Leadership Team? Here's a first hand perspective from YLT alum Jared:
bit.ly/hqCE1b
4:04 pm March 2nd

StayTeen @Scarleteen
Thanks 4 spreading the word RE Youth Leadership Team recruitment! RT @Scarleteen: Scarleteen Daily is out! bit.ly/dw5wM7
6:43 pm March 1st

StayTeen We're looking for teens from across the nation to join our Youth Leadership Team (YLT). Are you in?! Learn more here: bit.ly/dSXch3
3:44 pm March 1st



Social Media Tools: Polls

CAN GUYS AND GIRLS BE “JUST” FRIENDS?

POLL

Can guys and girls be “just” friends?

- ☐ Yes – assuming romance has to come into play is ridiculous
- ☐ No – someone is always going to want to hook up
- ☐ Maybe – every now and then it works, but more often than not someone’s got a hidden agenda

We would argue that friendships—be they same-sex or opposite—are complicated no matter what. Over the years we’ve all had to learn how to handle how not to date/ approach/ come on to a guy/girl my best friend likes/ liked/ dated/ wanted to date/ saw first on the first day of pre-calc/ etc. So does attraction—however vague the possibility of anything happening may be—really confuse things that much?

Tell us in the comments—do you have friends of the opposite sex? Is it ever hard to maintain the friendship without slipping into hook-up territory? Are there advantages to friends of the opposite sex that same-sex friendships don’t have?

VIEW OTHER POLLS >>



ARE YOU YLT MATERIAL?



My Paper Boyfriend

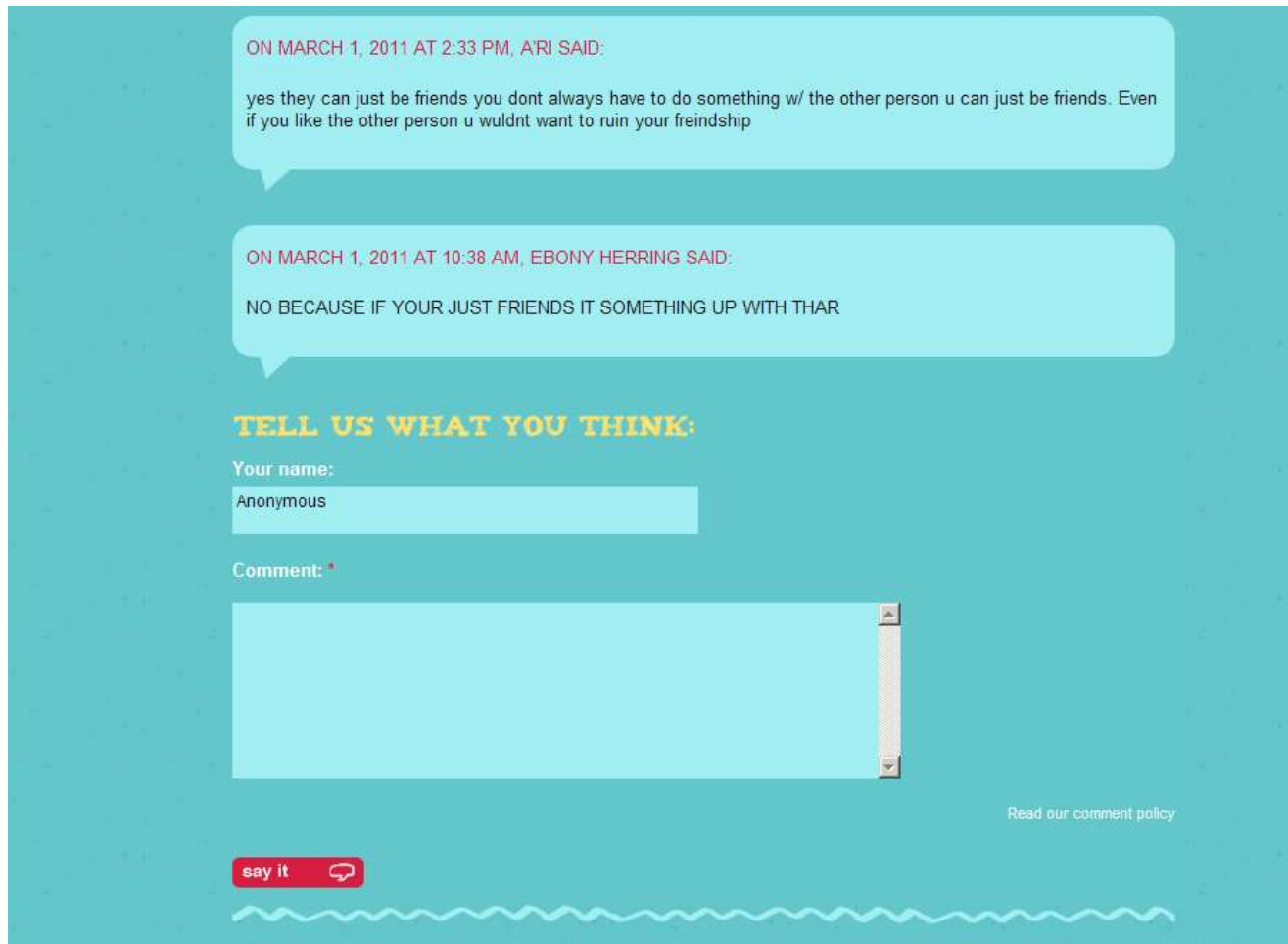
follow us

TWEETS

 StayTeen Wonder what it’s like to be on the Youth Leadership Team? Here’s a first hand perspective from YLT alum Jared: bit.ly/hqCE1b
4:04 pm March 2nd

 StayTeen @Scarleteen Thanks 4 spreading the word RE Youth Leadership Team recruitment!

Social Media Tools: Comment boxes



ON MARCH 1, 2011 AT 2:33 PM, A'RI SAID:

yes they can just be friends you dont always have to do something w/ the other person u can just be friends. Even if you like the other person u wuldnt want to ruin your freindship

ON MARCH 1, 2011 AT 10:38 AM, EBONY HERRING SAID:

NO BECAUSE IF YOUR JUST FRIENDS IT SOMETHING UP WITH THAR


TELL US WHAT YOU THINK:

Your name:

Anonymous


Comment: *

[Read our comment policy](#)

say it 


Widgets

Find HIV/AIDS
Prevention & Service
Providers

City, ST / ZIP

**ACT
against
AIDS**

Find an HIV testing site
near you. For additional
HIV services, select
the "More" tab.


Washington

Help Share More

CDC HIV Testing Sites Locator Widget

This locator widget searches HIV Testing locations by default, and allows for searching other types of service providers through the "More" tab. It is designed to fit in more narrow locations (navigation and sidebars, for example), approximately 130 pixels wide by 350 pixels high.

Click "Share" to place this widget on your site.

Copy the CDC HIV Testing Sites Locator Widget Code:

```
<noscript><div  
style="height:352px;position:relativ  
(http://locator.aids.gov/images/cdc  
-8bit.png) no-repeat;"><strong  
style="text-align:center;padding-  
top:8px;color:#fff;display:block;font  
-family:Trebuchet MS;font-  
size:12px;line-height:1.18;margin-  
bottom:5px;">Find  
HIV/AIDS</strong></div></noscript>
```

Blogs

Apr 27 2010



Happy 50th, Hormonal Contraception!



You've probably heard that "The Pill" is swiftly approaching its 50th anniversary on the U.S. market. In the midst of the (largely symbolic) festivities, some media outlets have rightly raised concerns that in spite of massive progress in terms of quality, accessibility, and variety of contraceptive methods, about half of all U.S. pregnancies are unplanned.

Yep. As findings from our recent *Fog Zone* report illustrated, pregnancy planning is a complex topic and involves a lot of factors beyond information about and access to contraception. But information and access are nevertheless incredibly important pieces of the puzzle. The *Wall Street Journal* had a great article (so great that we'll forgive them for getting our name wrong) about how far contraception has come since the first birth control pills. *TIME*'s coverage focused more on the changing political context of the pill since its FDA approval for married women in 1960. Both articles, and their accompanying videos, are well worth checking out. Then come back and tell us what the pill's anniversary means to you!

"The Birth-Control Riddle" (Melinda Beck, *Wall Street Journal*)

VIDEO (same as above): News Hub interview with Melinda Beck

"The Pill at 50: Sex, Freedom and Paradox" (Nancy Gibbs, *TIME*)



MTV Remote Control Blog > 16 and Pregnant

SEARCH POSTS

TOP TV SHOWS

- Dawson's Creek
- The Hills
- The City
- True Life
- Fresh Meat II
- 16 and Pregnant
- The Outcasts
- Teen Mom
- America's Best Dance Crew
- The Soul World
- More...

SITES WE LIKE

- Huffington Post Entertainment

MOTOROLA BACKFLIP™ FROM AT&T

FACEBOOK, TWITTER, TEXT AND MORE STREAMING ON A SINGLE SCREEN.

'16 And Pregnant' Response: Jo's Mom Feels Blessed To Help Kailyn

Posted 2 hr ago by Rebecca Brown in 16 and Pregnant, Top TV Shows

When we first met *Kailyn*, she was in her boyfriend Jo's pants. Janet and Tracy adapted in and helped Kailyn go through all of the challenges she faces pregnant teen with little family support. Inspired by reader comments, Janet set to share a bit more with us.

I didn't do anything for Kailyn that I would do for the next person that walked into life. God has given me a gift. "my heart the ability to see people through their struggles." Although I come across as a nice person never forget my pain, for it is through that I grow and am able to counsel the come into my life.

I love Kailyn and my grandson Isaac. E just as I love my own three children. C Rose, Jonathan and Eddie Jr., as well

Sometimes I Play for Me.
HOW DO YOU PLAY?

what's on | shows | full episodes | community

mobile news explore shops

Start talking with Kristen

< Now or Never? Choose Now! | Main | One Decision Changes Everything >

Tough Choices

It's true. Start is pregnant now what?

Start was so close to opening up to Blair this week and reveal that she's pregnant. Start really needs her Mom. I think everyone needs the parents. For a moment, she felt like she could open up to Blair but then she realized that it was just not a good idea. She knew something was wrong but Start just blew it off. She loves her family but just doesn't feel comfortable sharing this. She's afraid.

life and my mom tell each other everything. My mom's told me about when she was pregnant with me - how she was excited, nervous, scared and she was 28 years old. She had the strongest bond in the world with me when she was pregnant. I don't think that's what Start is going through. I might have eventually but right now, Start's world is a scary place.

A couple of weeks ago, I talked about some of the great conversations that I've had because of this story. This week, I had the honor of being able to talk to a girl named Ashley. She got pregnant when she was 16 and had her baby at 17. She was very brave to share her personal story with me. I asked her about the emotions she was feeling when she was pregnant. The thing that stood out to me was how she was making the best possible decision for her baby. She is so mature. Her experience changed her for the better because she didn't give up. She made a plan.

After talking to Ashley, I lost all teen pregnancy is like differently. She made such a brave decision for her baby. She made something that couldn't have been positive if it wasn't for her.

introducing journey
The new crossover from Dodge

June 2009
May 2009
April 2009
March 2009

National Campaign to Prevent Teen and Unplanned Pregnancy
The Clinton Foundation
One Life to Live's homepage

Subscribe to Ben Craig's feed

Check it out!

Pause:
Unplanned Pregnancy



The National Campaign

TheNationalCampaign.org • SexReally.com • StayTeen.org

Casual Games



Casual Games

MY PAPER BOYFRIEND

Think you've got what it takes to build a healthy relationship? Create your ideal boyfriend and see how you respond to some challenging situations in your relationship.

Play *My Paper Boyfriend* and try to keep your relationship strong or the two of you will break up!



Can't see the game? [Get Flash.](#)

Want to know more? Check out our [Relationships](#) section for more information about what it takes to build a strong and healthy relationship.

FUN AND GAMES

[Games](#)

[Polls](#)

[Quizzes](#)

BLOCK PARTY

When it comes to sex, what you don't know can hurt you. There are so many myths out there that it can be tough to know what's true and what's not. So take control - test your birth control, pregnancy, and relationship knowledge by playing *Block Party*.



[UNDER](#) [BLOCK PARTY](#) [GAMES](#) [MYTHS](#)

Services

**I got screwed while screwing,
you might have too.**



**Get checked for STDs if you haven't recently.
www.inspot.org**

Your message goes here.



This is from a friend at **inSPOT** the [STD] Internet Notification Service for Partners Or Tricks.

Interventions Under Study

- Games
- Interactive website to promote condom use
- Social networking program incorporating peer to peer learning and videos
- Using computers in clinic waiting rooms

Teens and Social Media

- How are your teens using social media?
- What social media sites are they using?
- How can social media enhance your program?

Time to Practice

- Groups of 4 people per computer
- Facebook, YouTube, Twitter, Bedsider, Internet more broadly
- Follow the instructions for each exercise approximately 10 minutes per exercise

Break

Feedback from Practice

- What was easiest?
- What was hardest?
- What was the most surprising?
- Which exercise was your favorite?
- Which exercise was the worst?

Access Anywhere, Anytime



Teens and Mobile Use

What percentage of 12- to 17-year-olds have their own cell phones?

- ☐ 43%
- ☐ 61%
- ☐ 75%

Teens and Mobile Use

One out of every ____ teens sends more than 50 text messages in a typical day.

☐ 15

☐ 8

☐ 2

Teens and Mobile Use

Girls send and receive more text messages in a typical day than boys.

- ☐ True
- ☐ False

Teens and Mobile Use

Teens are more likely to text their friends and to call their parents.

- ☐ True
- ☐ False

Teens and Mobile Use

24% of teens that live in households with an income of \$75,000 or more a year use their mobile phones to go online.

Are teens from households that make less than \$30,000 a year less likely or more likely to use their cells phones to go online?

- ☐ Less likely
- ☐ More likely

Teens and Mobile Use

Teen cell phone owners in the lowest household income category are most likely to use their handset to go online

Annual household income	Go online with cell phone	Computer in the home
Under \$30,000	41%*	70%*
\$30,000-49,999	27%	84%
\$50,000-74,999	22%	93%
\$75,000+	23%	97%

* significantly different than all other cells in the respective rows

Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey conducted from June 26 - September 24, 2009. N=800 teens ages 12-17 and the margin of error is $\pm 4\%$.



Advantages to Mobile Media

- More teens have access
- More attention paid to text messages than other types of messages (i.e. email)
- Can be used discreetly

Challenges to Mobile Media

- Opt-in system
 - Must have some type of marketing to attract teens
- Changing phone numbers
- Charge for text messaging
- Limited space

Automated SMS



Automated and Adapted



The screenshot shows the REALtalkDC website. At the top, there's a header with the logo "REALtalkDC" and the tagline "A TEXT MESSAGE SERVICE FOR YOUTH". Below the header is a navigation bar with links: Home, Advisory Board, Messages, Contact Us, and Resources. The main content area is divided into two columns. The left column features a photo of a young woman looking at her phone, with the text "Text 'realtalk' to 61827" and a small note "Standard text messaging charges will apply". The right column has a section titled "Free HIV Testing" with a paragraph explaining the service, followed by a section titled "Testing Services" which includes a map of the Washington, D.C. area showing various testing sites marked with icons.

REALtalkDC
A TEXT MESSAGE SERVICE FOR YOUTH

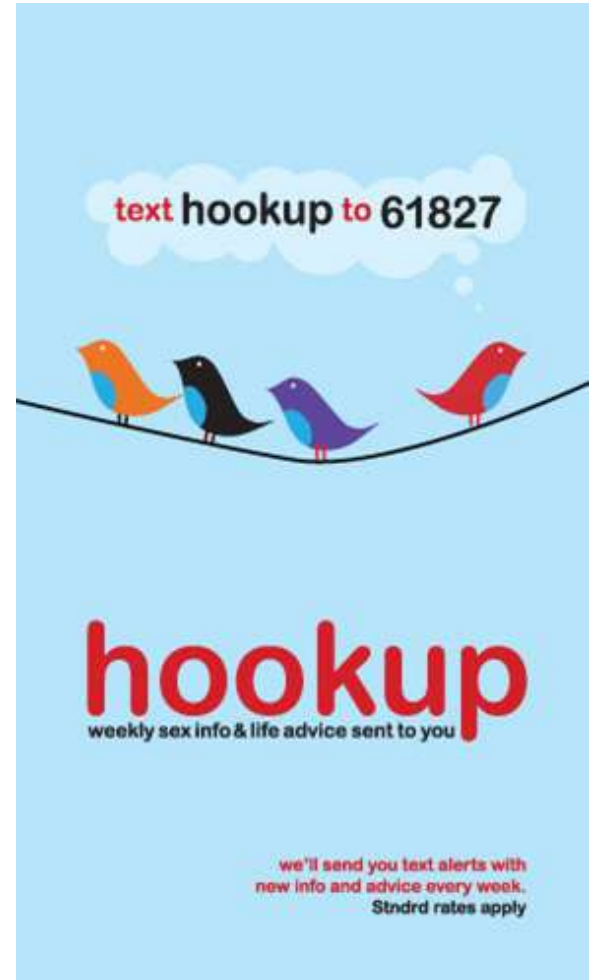
• Home • Advisory Board • Messages • Contact Us • Resources

Free HIV Testing
The HIV/AIDS Administration provides funding for any individual wishing to receive a free HIV antibody test at any of several sites located throughout the District of Columbia. All testing is confidential and service centers use the new Rapid Test, which is painless and provides results in 20 minutes. It is recommended that you contact the provider to confirm the hours as well as the type of tests offered as they are subject to change.

Testing Services

Text "realtalk" to 61827
Standard text messaging charges will apply

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The advertisement for the "hookup" text message service has a light blue background. At the top, a thought bubble contains the text "text hookup to 61827". Below this, four colorful birds (orange, black, purple, and red) are perched on a thin black wire. The word "hookup" is written in large, bold, red lowercase letters. Underneath it, in smaller black text, is "weekly sex info & life advice sent to you". At the bottom right, a small red text box says "we'll send you text alerts with new info and advice every week. Stndrd rates apply".

text hookup to 61827

hookup
weekly sex info & life advice sent to you

we'll send you text alerts with
new info and advice every week.
Stndrd rates apply

Practice

- Find a clinic where teens can access free HIV/STD testing in NE, Washington, DC



Specific to Your Community

About the 'Sext' Line

[Goals](#) | [History](#) | [Program Components](#) | [Research](#) | [Tour](#) | [Pricing](#)



Program Goals



chat. track. evaluate.

Welcome to Chatreach!

Chatreach is a collection of products to help health clinics, hospitals, county health departments and organizations reach their clients through new media outlets like cell phones, social networks and the web.

[Receive Email Updates](#)

[Request a Demo](#)

Finding Services

- Find the closest family planning clinic using your cell phone

from a health center /

Some methods require an appointment or prescription. And sometimes it's just nice to get answers in person.

your zip code

search »

Labor Intensive, Low \$ Cost



The screenshot shows the Facebook profile of "BrdsNBz Text Message Warm Line". The page features a cover photo of a young man and woman looking at a smartphone. The left sidebar includes an "Information" section stating it was founded in 2009, and a "3 Friends Like This" section with profile pictures of Jocelyn Martinez, Shannon Sainer, and Sally Swanson. Below that, it says "128 People Like This" with more profile pictures. The main content area shows a "Wall" with several posts. The first post is a status update from the page itself, dated July 28, 2010, at 12:51pm, mentioning a New14 story and a text message hotline. The second post is from July 27, 2010, at 2:54pm, mentioning a News14 story. The third post is from July 20, 2010, at 10:42am, mentioning a national award. The fourth post is from July 16, 2010, at 2:14pm, mentioning a tweet. The fifth post is from July 16, 2010, at 2:07pm, mentioning a Swiss health campaign.

facebook Search

BrdsNBz Text Message Warm Line Like

Wall Info Photos Discussions

BrdsNBz Text Message Warm Line + Others Just BrdsNBz Text Message Warm Line Just Others

BrdsNBz Text Message Warm Line Check out our New14 story! ×
Text message hotline answers teen's questions about sex
charlotte.news14.com
Text message hotline answers teen's questions about sex: |
July 28, 2010 at 12:51pm · Share

BrdsNBz Text Message Warm Line Watch News14 tonight for a story on the BrdsNBz service. It'll air statewide in their after-5pm rotation.
July 27, 2010 at 2:54pm
Taty Ana likes this.

BrdsNBz Text Message Warm Line We're super excited: BrdsNBz just won the national Outstanding Emerging Innovation award from Healthy Teen Network!
July 20, 2010 at 10:42am

BrdsNBz Text Message Warm Line Don't forget: We're tweeting now - and having lots of fun with it. We're BrdsNBz if you want to follow along.
July 16, 2010 at 2:14pm

BrdsNBz Text Message Warm Line Ok, the Swiss are awesome for thinking outside of the box: <http://bit.ly/9Wz8P1> But seriously, you're not ready to do it if you're not smart enough to plan ahead...
Bike messengers deliver condoms as part of Swiss health campaign
bit.ly
As part of a campaign to fight AIDS, Swiss health officials are offering a new twist on safe sex: condoms delivered to your door.
July 16, 2010 at 2:07pm · Share

Information
Founded:
2009

3 Friends Like This
Jocelyn Martinez Shannon Sainer Sally Swanson

128 People Like This

Consider their Needs

[Home](#)[About](#)[Partners](#)[News](#)[Contact](#)

She's One Smart Mom, She's Got **text4baby**



Text **BABY** to 511411

Envia **BEBE** al 511411 para Español

Get **FREE** messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

Click 2
Register

How it
Works

FAQs



Questions or interested in becoming a partner? [Click here](#)

Texting About Sex

TALKING SEX TOGETHER (TxT)

ASK TXTINA TALKING SEX WITH TXTED SPEAKING OUT FACT FINDING TXT RESOURCES

MOBILE CONTEST (TxT)

Text "TxT" to 61399!*
You'll be entered to win weekly cash prizes, receive texts about safe sex/no sex and get your questions answered free and anonymously by a trained health educator!

Enter now to win!

Enter Mobile #

SUBSCRIBE

*No charge for entering. Message and data rates may apply. [Full terms and privacy.](#)

WHAT IS SAFE SEX?

ARE CONDOMS 100% EFFECTIVE?

HOW DO I SAY NO?

It can seem like everyone is always talking about who is, and who isn't, hooking up. Get the real 'hook up' by Talking Sex Together – TxT. Talking about safer sex – or no sex – with your friends is an easy way to help each other make smart decisions.

GET THE REAL HOOK UP

TXT ON MYSPACE **TXT ON FACEBOOK**

“GET THE REAL HOOK UP FROM ME, TXTINA. I'M HERE TO ANSWER YOUR SEXUAL HEALTH QUESTIONS.”

Using Mobile Phone for Birth Control Reminders



Appointment Reminders

Beta

Welcome! (Sign in or Create your account)

BEDSIDER

[birth control methods](#)

[where to get it](#)

[reminders](#)

[features](#)

[questions](#)

REMINDERS /

1/ [set up reminder](#) » 2/ sign in » 3/ tell us where

Q. What day is your appointment?

March 2011

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2011

»

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

We'll send you a reminder 2 days before your appointment, as well as the night before your appointment.

Q. What time is your appointment?

 12:00 pm

III

time zone

Appointment Reminders

Beta

Hey, [ksuellentrop@thenc.org](#)! [Sign out](#)

BEDSIDER

[birth control methods](#)

[where to get it](#)

[reminders](#)

[features](#)

[questions](#)

REMINDERS /

[1/ set up reminder](#) » [2/ tell us where](#)

Q/ *Where do you want us to send your reminders?*

send via ☒ text message ☐ email

phone (703) 343-5462

☒ I confirm that I am at least 13 years old
and the owner of the cell phone or have
obtained expressed consent from the account
owner. Msg & Data Rates May Apply.

How to Opt-In: To opt-in or subscribe to our service, you can register from our website, or text "MyBC" to 42411, and we'll guide you through the process from your mobile phone. How to Opt-out: To opt-out of our SMS service, text "STOP" to 42411 and you will be unsubscribed from our SMS text messaging service immediately. We will send you an SMS confirming that you have been unsubscribed and you will not receive any additional messages unless you re-register on our website. How to get help or support: To get help, email us at support@bedsider.org. From your mobile phone, you can request our contact information at any time by texting HELP into 42411. Fees: Our service never charges consumers to send or receive text messages. However, according to your individual mobile service plan, your wireless carrier's message and data rates may apply. Supported Carriers: Alltel Wireless, AT&T, Cincinnati Bell, Dobson / Cellular One, Nextel, NTelos, Sprint, T-Mobile®, US Cellular, Verizon Wireless, Virgin Mobile.

[tell us where](#)

[« go back](#)

[remind me! »](#)

Considerations for Using Mobile Media

- What is the optimal number of messages?
- When should messages be sent?
- How interactive should messages be?
- What about costs?

Tips for Using Digital Media



- Assess what you have
- Think about who you want to reach
- Think about the best ways to reach your target population

Tips for Using Digital Media

- Start simple, be patient
- Get training:
 - <http://www.diosacommunications.com/>
- Find resources and help
- Have users create content

Tips for Using Digital Media



- Link all your assets
- Document your experience and share it
- Update, update, update

How Can You Use Digital Media in Your Work?



Consider using digital media to:

- Build support for the project
- Get people to participate in an activity
- Keep kids and their families up-to-date about what's going on
- Engage and follow-up with teens
- Allow teens to share their expertise
- Get reactions from your target audiences

Consider Participating in the National Day



- May 4, 2011
- Have your teens take the quiz at www.stayteen.org

Final Exercise

- Complete each sentence with reference to digital media and what you've learned at the training today
- Tape together like a box
- Select one sentence to read aloud to the group

Thank you

Questions?

Contact Us

llloyd@thenc.org

jdrake@thenc.org

ksuellentrop@thenc.org